

## **Crisis and Emergency Risk Communication**

The following is intended as a self-assessment tool to evaluate your knowledge of crisis and emergency risk communication and can be used as a springboard for small group discussion.

The following are learning and knowledge objectives of this course:

- Cite working definitions of emergency risk & crisis communication concepts.
- Recognize the major health-related threats facing American communities today.
- Describe human psychology during a crisis as it relates to communication.
- Identify key reasons organizations need to integrate CERC into overall emergency planning at every level.
- Identify the key elements necessary to build trust and credibility as a spokesperson during a crisis.
- Identify the partners who will collaborate during emergencies in their state or local locales.
- Demonstrate how to execute an effective media availability during a public safety crisis
- Cite examples of real-life events and engage other participants and instructor in discussion about these scenarios and the course content.

### **TEST QUESTIONS**

#### **Multiple Choice**

1. Which of the following contributes to unsuccessful crisis communication during a public safety emergency?
  - A. No communication plan/Not executed
  - B. Mixed messages from official sources
  - C. Spokesperson rejected as untruthful, uncaring or inexperienced
  - D. Both A and B
  - E. All of the above
2. Which of these scenarios would be considered a true public health crisis or emergency?
  - A. Unconfirmed Ebola case in Canada
  - B. Possible pandemic influenza virus found
  - C. Second outbreak of West Nile in the last five years
  - D. Both A and C
  - E. None of the above
3. The term whereby the communicator is not perceived as a participant but as an agent to resolve the crisis whose responsibility it is to provide information to individuals, stakeholders, or an entire community in nearly impossible time constraints to help them accept the imperfect nature of their choices is identified as what?
  - A. Risk Communication
  - B. Crisis Communication
  - C. Crisis & Emergency Risk Communication
  - D. Issues Management
  - E. All of the above
4. Which of the following is NOT one of the four most important elements that create trust for a spokesperson?
  - A. Expert in the field
  - B. Expression of empathy
  - C. Honesty & openness towards public
  - D. Commitment & dedication
  - E. Acts in an accountable way

5. As a spokesperson you should?
  - A. Give people things to do
  - B. Tell people not to panic
  - C. Explain the process in place to find answers
  - D. Do everything in your power to reassure the public everything is okay
  - E. Both A and C
6. Which of the following correctly defines the STARCC Principle?
  - A. Simply, Timely, Accurately, Ready, Credible, Certified
  - B. Simply, Timely, Accurately, Relevant, Credible, Consistent
  - C. Simply, Timely, Accountable, Remarkable, Credible, Consistent
  - D. None of the above
7. During an interview with the media, you have the right to?
  - A. Tell the news organization which reporter you prefer
  - B. Review the piece for accuracy and tone before it's released.
  - C. State what you are about to say is "off the record."
  - D. Set limits on the time and format of the interview
8. Which of the following is NOT one of the risks that may cause greater outrage and is generally more accepted by the public?
  - A. Controlled by others
  - B. Manmade
  - C. Voluntary
  - D. Exotic
  - E. None of the above
9. Those individuals outside of immediate danger removed from a real threat or public emergency who have the luxury to "try on" official recommendations and then reject those recommendations later or exercise those recommendations when unwarranted are practicing what concept?
  - A. Adversarial roles
  - B. Worried public
  - C. MUPS (Multiple Unexplained Symptoms)
  - D. Vicarious Rehearsal
  - E. All of the above
10. When holding a press conference, the credibility of your briefing to the media can be damaged by which of the following activities?
  - A. More than four people at the same podium or table available to field questions.
  - B. "Hangers On" from your organization circling the room.
  - C. Being visible chatting with others in front of the media/public while waiting to begin the press conference.
  - D. Both B and C
  - E. All of the above

**True/False**

11. Most people who are victims of a disaster will panic, making the response effort more difficult.
  - A. True
  - B. False
12. It's the responsibility of officials to eliminate feelings of fear and anxiety among the public.
  - A. True
  - B. False

13. The public, during an emergency needs the facts necessary to empower their decision-making.
  - A. True
  - B. False
14. Destructive behaviors like increased smoking, drinking and family disputes occur during a crisis.
  - A. True
  - B. False
15. The difference between libel and slander is that slander is not published or broadcast.
  - A. True
  - B. False
16. Giving people "things to do" during a crisis helps relieve anxiety by returning a sense of control back to individuals.
  - A. True
  - B. False
17. Using jargon adds to your credibility with the public as a true professional with specialized knowledge.
  - A. True
  - B. False
18. The public values receiving consistent information from multiple sources.
  - A. True
  - B. False
19. Early in the crisis, to build credibility, officials should promise a definite outcome.
  - A. True
  - B. False
20. The faster you are able to communicate to the public during a crisis, the more prepared they perceive your organization to be.
  - A. True
  - B. False